

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

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1. (currently amended) A patron service system for serving at least one patron of an establishment, said system comprising:

at least one patron station located in said establishment and configured to electronically display a plurality of menu items and electronically display at least one advertisement thereon, each patron station also being configured to receive order input from a patron corresponding to an order of at least one of said menu items; ~~and~~

A  
an establishment server in communication with each patron station, said establishment server comprising (1) a database for storing a plurality of advertisements and (2) an advertisement selection program for selecting which of said stored advertisements are to be communicated to said at least one patron station for display thereon, said establishment server being configured to (1) receive and process said order input for later fulfillment of said order, (2) execute said advertisement selection program, and (3) communicate the advertisement selected upon execution of the advertisement selection program to said at least one patron station for display thereon; and

a central server in communication with said establishment server, said central server being configured to communicate at least a portion of said advertisement selection program to said establishment server.

(2. (canceled))

3. (original) The system of claim 1 wherein said establishment server further includes means for changing the content of said advertising data base.

(4. (canceled))

5. (currently amended) The system of claim 4 1 further comprising ~~a central server in communication with~~ a plurality of said establishment servers in communication with said central server, said central server being configured to communicate a plurality of advertisements to each of said establishment servers for storage in their respective advertising data bases.

6. (canceled) }

7. (original) The system of claim 5 wherein each of said patron stations is further configured to receive demographic information from a patron and communicate said demographic information to said establishment server.

8. (original) The system of claim 7 wherein said central server includes a database and wherein each of said establishment servers is further configured to accumulate and communicate demographic information to said central server for accumulation into said central server data base.

9. (currently amended) The system of claim 4 1 wherein said advertisement selection program is further configured to select at least one advertisement from said plurality of advertisements stored in said advertising data base to communicate to a patron station for display at least partially in response to a particular order input.

10. (currently amended) The system of claim 4 9 wherein said advertisement selection program is further configured to select at least one advertisement from said plurality of advertisements stored in said advertising data base to communicate to a patron station for display at least partially in response to a particular time of day.

11. (currently amended) The system of claim ~~45~~ 10 wherein each patron station is further configured to (1) receive patron identity input from a patron corresponding to that patron's identity and (2) communicate said patron identity input to said establishment server, and wherein said advertisement selection program is further configured to select at least one

advertisement from said plurality of advertisements stored in said advertising data base to communicate to a patron station for display at least partially in response to a particular patron identity input.

12. (original) The system of claim 5 wherein each patron station is further configured to (1) receive advertisement selection input from a patron corresponding to a selection of an advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server for further processing thereby.

Ad 13. (original) The system of claim 12 wherein said establishment server is further configured to store a plurality of advertisement supplements thereon, each advertisement supplement being associated with an advertisement stored in said advertising data base, said establishment server being further configured to communicate said advertisement supplement associated with a particular advertisement to a particular patron station for display thereon in response to that particular patron station receiving advertisement selection input corresponding to a selection of that particular advertisement.

14. (original) The system of claim 12 wherein said establishment server is further configured to link a particular patron station to a website associated with a particular advertisement in response to that particular patron station receiving advertisement selection input corresponding to a selection of that particular advertisement.

15. (original) The system of claim 12 wherein said establishment server is further configured to (1) store data corresponding to said advertisement selection input in an advertisement selection record, and (2) communicate said advertisement selection record to said central server.

16. (original) The system of claim 2 wherein each patron station is further configured to (1) receive patron identity input from a patron corresponding to that patron's identity and (2) communicate said patron identity input to said establishment server for further processing thereby.

17. (original) The system of claim 16 wherein said establishment server is further configured to create and store thereon a patron file for each different patron identity, said patron file identifying at least one menu item ordered by said patron corresponding to said patron identity.

18. (original) The system of claim 17 wherein said establishment server is further configured to communicate each patron file to said central server.

Ad 19. (original) The system of claim 17 wherein each patron station is further configured to (1) receive advertisement selection input from a patron having a patron file, said advertisement selection input corresponding to a selection of an advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server, and wherein said establishment server is further configured to store said advertisement selection input in said patron file corresponding to said patron from which said advertisement selection input was received.

20. (original) The system of claim 5 wherein said establishment server is further configured to (1) store data corresponding to said order input in an order record, and (2) communicate said order record to said central server.

21. (original) The system of claim 5 wherein said establishment server is also in communication with a music playing device having a plurality of selectable music items and configured to play any of said music items upon selection, wherein each patron station is further configured to receive music selection input corresponding to a selection of at least one of said music items, and wherein said establishment server is further configured to send a signal to said music playing device operative to initiate the playing of each selected music item in response to said music selection input.

22. (original) The system of claim 21 wherein said establishment server is further configured to store said music selection input in a music selection record and communicate said music selection record to said central server.

23. (original) The system of claim 21 wherein said establishment server is further configured to select at least one advertisement from said plurality of advertisements stored in said advertising data base to communicate to a patron station for display at least partially in response to a particular music selection input.

24. (currently amended) In an establishment having at least one patron station located therein, said patron station having a display on which a plurality of selectable menu items are electronically displayed, said patron station being configured to receive order input from a patron corresponding to an order of at least one of said menu items, said patron station also being in communication with an establishment server configured to (1) receive and process said order input to enable subsequent fulfillment of said order and (2) execute an advertisement selection program, said advertisement selection program defining the conditions under which an advertisement is to be selected for communication to said at least one patron station for display thereon, a method for ~~delivering~~ controlling the advertising delivered to patrons of said establishment, said method comprising:

~~electronically displaying at least one advertisement on the display of each patron station~~  
receiving at least a portion of said advertisement selection program at said establishment server from a remote central server in communication with said establishment server via a computer network.

25. (currently amended) The method of claim 24 further comprising:

~~storing~~ receiving a plurality of advertisements ~~on~~ at said establishment server from said central server; and

executing said advertisement selection program to selecting at least one of said ~~stored~~ received advertisements for communication to each patron station for display thereon.

26. (canceled)

26, 27, 28, 31

27. (canceled)

28. (canceled)

29. (currently amended) The method of claim 26 24 wherein said advertisement selection program's selection of advertisements for a patron station is at least partially based on selecting step includes:

~~— for each patron station, selecting at least one advertisement to be communicated thereto from said establishment server at least partially in response to said order input received by that patron station.~~

30. (currently amended) The method of claim 26 29 wherein said advertisement selection program's selection of advertisements for a patron station is at least partially based on selecting step includes:

~~— for each patron station, selecting at least one advertisement to be communicated thereto from said establishment server at least partially in response to a particular time of day.~~

31. (canceled)

32. (currently amended) The method of claim 26 30 wherein each patron station is further configured to receive patron identity input from a patron corresponding to a patron's identity, said method further comprising:

receiving patron identity input on at least one patron station; and

wherein said advertisement selection program's selection of advertisements for a patron station is at least partially based on selecting step includes, for each patron station that received patron identity input, selecting at least one advertisement to be communicated thereto from said establishment server at least partially in response to said patron identity input received by that patron station.

33. (currently amended) The method of claim ~~26~~ 24 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement displayed thereon, said method further comprising:

storing a plurality of advertisement supplements on said establishment server, each advertisement supplement being associated with an advertisement stored thereon;  
receiving advertisement selection input on at least one patron station; and  
electronically displaying said advertisement supplement associated with said particular advertisement corresponding to said advertisement selection input on the display of the particular patron station that received said advertisement selection input.

34. (currently amended) The method of claim ~~26~~ 24 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement displayed thereon, said method further comprising:

receiving advertisement selection input on at least one patron station;  
connecting said establishment server to a website associated with a sponsor of the particular advertisement corresponding to said advertisement selection input; and  
communicating said website to the patron station that received said advertisement selection input for display thereon.

35. (currently amended) The method of claim ~~27~~ 24 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement displayed thereon, said method further comprising:

receiving advertisement selection input on a plurality of patron stations;  
storing data corresponding to said received advertisement selection input in an advertisement selection record; and  
communicating said advertisement selection record to said central server via said network.

36. (currently amended) The method of claim ~~27~~ 24 wherein said establishment server is in communication with a music playing device having a plurality of selectable music items and configured to play any of said music items upon selection, and wherein each patron station is

configured to receive music selection input corresponding to a selection of at least one of said music items, said method further comprising:

receiving music selection input on at least one patron station; and  
sending a signal from said establishment server to said music playing device operative to initiate the playing of said selected music item.

37. (original) The method of claim 36 further comprising:  
storing data corresponding to said music selection input in a music selection record;  
and  
communicating said music selection record to said central server via said network.

38. (original) The method of claim 36 wherein said advertisement selection program's selection of advertisements for a patron station is at least partially based on selecting step includes, ~~for each patron station that received said music selection input, selecting at least one advertisement to be communicated thereto from said establishment server at least partially in response to said music selection input received by that patron station.~~

39. (currently amended) The method of claim ~~27~~ 24 wherein each patron station is further configured to receive patron identity input corresponding to a patron's identity, said method further comprising:

receiving patron identity input on at least one patron station;  
storing data corresponding to said patron identity input in a patron record; and  
communicating said patron record to said central server via said network.

40. (original) The method of claim 39 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement, said method further comprising:


receiving advertisement selection input on said patron stations from a plurality of patrons;  
associating said advertisement selection input with each patron from which it was received; and



storing data corresponding to said advertisement selection input in said patron record for said patron associated therewith.

41. (currently amended) The method of claim ~~27~~ 24 wherein said establishment server is also in communication with an establishment server input device, said method further comprising:

receiving patron identity input corresponding to a patron's identity on said establishment server input device from an authorized user;  
storing data corresponding to said patron identity input in a patron record; and  
sending said patron record to said central server via said network.

 42. (currently amended) The method of claim ~~27~~ 24 further comprising:  
storing data corresponding to said order input in an order record;  
communicating said order record to said central server via said network.

43. (original) The method of claim 42 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement displayed thereon, said method further comprising:

receiving advertisement selection input on said patron stations from a plurality of patrons;  
associating said advertisement selection input with an order also received on the patron station that received said advertisement selection input; and  
storing data corresponding to said advertisement selection input in said order record for said order associated therewith.

44. (currently amended) The method of claim ~~27~~ 24 further comprising:  
storing inventory data on said establishment server, said inventory data corresponding to a supply of at least one of said menu items;  
updating said inventory data at least partially in response to said received order inputs;  
and

determining at least partially from said inventory data whether an additional amount of said menu item corresponding to said inventory data is needed.

45. (original) The method of claim 44 further comprising:

upon a determination being made that an additional amount of said menu item corresponding to said inventory data is needed, communicating a supply request over said network to a computer associated with a provider of said needed menu item and configured to receive and process said supply request.

46. (currently amended) In a system comprising a central server connected to a network, a plurality of establishment servers also connected to said network, and a plurality of patron stations, each establishment server being associated with at least one establishment, each patron station being connected to the establishment server associated with the establishment within which that patron station is located, each patron station having a display on which a plurality of selectable menu items and a plurality of advertisements are electronically displayed, each patron station being configured to receive order input corresponding to an order of at least one of said menu items, each establishment server being configured to store a plurality of advertisements thereon and communicate at least one of said stored advertisements to each patron station connected thereto for subsequent display on said patron station display, each establishment server also being configured to receive and process any order input received by each patron station to which it is connected to thereby enable subsequent fulfillment of such orders, a method of controlling the advertisements displayed on the patron station displays of each patron station, said method comprising:

for each establishment server, communicating ~~thereto~~ from said central server to each establishment server for storage thereon a plurality of advertisements from said central server execution thereby at least a portion of an advertisement selection program, said advertisement selection program defining a plurality of rules governing which advertisements are to be selected for communication to said patron stations connected to that establishment server for display thereon.

47. (currently amended) The method of claim 46 wherein said rules take into account at least one selected from the group consisting of (1) an order input received by a patron station, (2) an identity of a patron using a patron station, and (3) an input received by a patron station from a patron when determining which of said advertisements are to be selected for display. further comprising:

~~— for each establishment server, communicating thereto for storage and execution thereon an advertisement selection program from said central server, each advertisement selection program comprising a plurality of rules defining a plurality of conditions under which said advertisements are to be displayed on the display of each patron station connected to that establishment server.~~

48. (canceled)

49. (canceled)

50. (canceled)

51. (canceled)

52. (canceled)

53. (canceled)

54. (currently amended) A patron service system for serving patrons located in a plurality of establishments, said system comprising:

a central server connected to a network;

a plurality of establishment servers, each establishment server being connected to said network and being associated with at least one establishment; and

a plurality of patron stations, each patron station being located in an establishment and being connected to the establishment server associated with the establishment within which that patron station is located;

wherein each patron station has a display on which a plurality of selectable menu items and at least one advertisement are electronically displayed;

wherein each patron station is configured to receive order input corresponding to an order of at least one of said menu items;

wherein each establishment server is configured to receive and process the order input received by each patron station connected thereto for subsequent fulfillment of each order;

wherein said central server is configured to communicate a plurality of advertisements to each establishment server over said network;

~~wherein each establishment server is further configured to store thereon the advertisements received from said central server; and~~

wherein each establishment server is further configured to communicate at least one of said advertisements stored thereon to each patron station connected thereto for subsequent display on thereon;

wherein said control server is configured to store an advertisement selection program that is executable to determine which advertisements are to be displayed on which patron stations; and

wherein said advertisement selection program comprises a plurality of rules for governing advertisement selection, said rules taking into account at least one selected from the group consisting of (1) an order input received by a patron station, (2) an identity of a patron using a patron station, and (3) an input received by a patron station from a patron when determining which of said advertisements are to be selected for display.

55. (currently amended) The system of claim 54 wherein each establishment server ~~has stored thereon an advertisement selection program which upon execution is configured to select which of said stored advertisements are to be provided to which of said patron stations~~ is further configured to receive said advertisement selection program from said central server for execution thereby.

56. (currently amended) The system of claim 54 wherein said central server is further configured to ~~communicate at least a portion of an advertisement selection program to each establishment server over said network~~ execute said advertisement selection program.

57. (new) The system of claim 5 wherein the advertisement selection programs are each determinative of any of a plurality of different advertisement selection methodologies.

58. (new) The system of claim 5 wherein not all establishment server databases store the same plurality of advertisements.

59. (new) The system of claim 5 wherein at least one advertisement is associated with a product, and wherein each patron station is further configured to (1) receive advertisement selection input from a patron corresponding to a selection of a product-associated advertisement displayed thereon and (2) communicate said advertisement selection input to said establishment server, and wherein said establishment server is further configured to effectuate a purchase of the product associated with the advertisement corresponding to the advertisement selection input.

60. (new) The system of claim 59 wherein said establishment server is configured to effectuate said purchase through an on-line product order.

61. (new) The method of claim 24 wherein each patron station is further configured to receive advertisement selection input corresponding to a selection of a particular advertisement displayed thereon, said particular advertisement having a purchasable product associated therewith, said method further comprising:

effectuating a purchase of said product associated with said particular advertisement at least partially in response to receipt of advertisement selection input indicating a patron's selection of said particular advertisement.

62. (new) The method of claim 61 wherein said effectuating step comprises effectuating said purchase through an on-line product order.

63. (new) The method of claim 47 wherein not all advertisement selection programs comprise the same plurality of rules.

64. (new) The method of claim 47 wherein not all establish servers store the same plurality of advertisements.

65. (new) A patron service system for serving at least one patron of an establishment, said system comprising:

at least one patron station located in said establishment and configured to electronically display a plurality of menu items and electronically display at least one advertisement thereon, each patron station also being configured to receive order input from a patron corresponding to an order of at least one of said menu items;

an establishment server in communication with each patron station, said establishment server comprising a database for storing a plurality of advertisements, said database including a plurality of advertisements initiated locally at said establishment and a plurality of advertisements initiated non-locally, said establishment server being configured to (1) receive and process said order input for later fulfillment of said order, and (2) communicate advertisements, both those initiated locally and non-locally, to said at least one patron station for display thereon; and

a central server in communication with said establishment server, said central server being configured to communicate said advertisements that are initiated non-locally to said establishment server.

66. (new) The system of claim 65 wherein said establishment server includes a local interface through which an authorized user can load locally initiated advertisements into said database.

67. (new) The system of claim 65 wherein said central server is configured to communicate said locally-initiated advertisements to said establishment server for storage thereon via said network.

68. (new) The system of claim 65 wherein said establishment server is further configured to execute an advertisement selection program to select which stored advertisements are to be

selected for communication to said at least one patron station for display thereon, said advertisement selection program comprising a plurality of rules for governing advertisement selection, said rules taking into account at least one selected from the group consisting of (1) an order input received by a patron station, (2) an identity of a patron using a patron station, and (3) an input received by a patron station from a patron when determining which of said advertisements are to be selected for display.

69. (new) The system of claim 68 wherein said central server is further configured to communicate at least a portion of said advertisement selection program to said establishment server.

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70. (new) The system of claim 65 wherein said central server is further configured to execute an advertisement selection program to select which stored advertisements are to be selected for communication to said at least one patron station for display thereon, said advertisement selection program comprising a plurality of rules for governing advertisement selection, said rules taking into account at least one selected from the group consisting of (1) an order input received by a patron station, (2) an identity of a patron using a patron station, and (3) an input received by a patron station from a patron when determining which of said advertisements are to be selected for display.

71. (new) In a system comprising a central server connected to a network, a plurality of establishment servers also connected to said network, and a plurality of patron stations, each establishment server being associated with at least one establishment, each patron station being connected to the establishment server associated with the establishment within which that patron station is located, each patron station having a display on which a plurality of selectable menu items and a plurality of advertisements are electronically displayed, each patron station being configured to receive order input corresponding to an order of at least one of said menu items, each establishment server being configured to store a plurality of advertisements thereon and communicate at least one of said stored advertisements to each patron station connected thereto for subsequent display on said patron station display, each establishment server also being configured to receive and process any order input received by

each patron station to which it is connected to thereby enable subsequent fulfillment of such orders, a method of controlling the advertisements displayed on the patron station displays of each patron station, said method comprising:

creating a plurality of advertisement selection programs, each advertisement selection program being associated with an establishment and implementing an advertising strategy for that establishment that defines the conditions under which advertisements are to be selected for display on patron stations associated with that establishment;

executing said advertisement selection programs to determine which advertisements are to be selected for display on patron stations associated with the establishments associated with the executed advertisement selection programs.

72. (new) The method of claim 71 further comprising communicating said advertisement selection programs from said central server to the establishment servers associated with their respective establishment servers for local execution thereby.

73. (new) The method of claim 71 wherein said advertisement selection programs comprise a plurality of rules for selecting which advertisement are to be displayed, said rules being at least partially based on at least one of the criteria selection from the group consisting of: (1) an order input received by a patron station, (2) a patron profile of a patron using a patron station, and (3) input received by a patron station.

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